

Intel® Pentium® 4 Processor for Small Businesses

Key Messages & Usage Models

Performance



Optimized Software

Press Quotes

www.intel.com

intel®

July 2001

Press Testimonials

Overall

“For those hunting for the best performance that money can buy — the P4 delivers in spades.”

http://www.planethardware.com/features/cpu/p4_1500_firstlook/index7.shtml

NetBurst™ Micro-architecture

“Intel designed the new Pentium® 4 architecture, called “NetBurst,” to better handle the needs of today’s Internet user. Data encryption, video compression and peer-to-peer networking capabilities are greatly improved with Pentium® 4.”

Kevin Knox, Gartner Analyst, November 20, 2000, CNet

Multimedia and Content Creation

“Video and image production professionals will snap up Pentium® 4 PCs because of their advanced multimedia features.”

Financial Times, November 20, 2000

Video Encoding Performance

“For those who work in digital video, the Pentium® 4 clearly represents a big advance in desktop performance.”

<http://www.zdnet.com/special/stories/sc/desktops/reviews/0,12492,2655741-2,00.html>

Streaming Audio & Video

“...believe the Pentium® 4 — designed for swift, seamless processing of video and audio data off the Internet.”

The Sacramento Bee, November 20, 2000

3D Visualization

“The applications that will tax PCs in the future are 3D graphics, image manipulation, audio/video compression and voice recognition. Pentium® 4 excels in these areas...”

Linley Gwennap, Analyst, The Linley Group

<http://www.techweb.com/se/directlink.cgi?EET20001204S0047>

Value Proposition

“In corporations, (buying Pentium® 4 computers) becomes a no-brainer. The price moves are incredibly aggressive.”

Van Baker, VP Gartner Group, April 23, 2001, CNet

Advanced Technology for the Internet and Beyond for Small Businesses

Attract and retain new business

- Enables more effective electronic communications with your customers and suppliers: e-mail encryption, security features and virus protection
- Make your small business look like a large business by creating professional quality content and customer communications

Investment Protection

- Provides headroom for emerging applications and operating system upgrades
- Helps extend system life to reduce costly refreshes

Increase Productivity

- Faster system response for users of multiple applications: office productivity, database management, financial analysis, inventory and purchasing

Intel Quality and Design

- Validated according to the most rigorous industry standards for reliability, stability and compatibility



Performance where users need it most

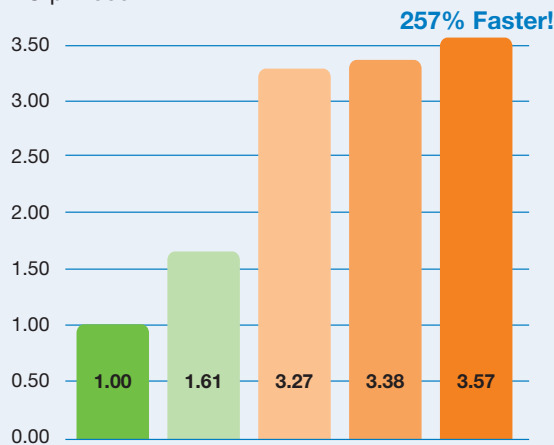


Performance

where users need it most

3D/Floating Point

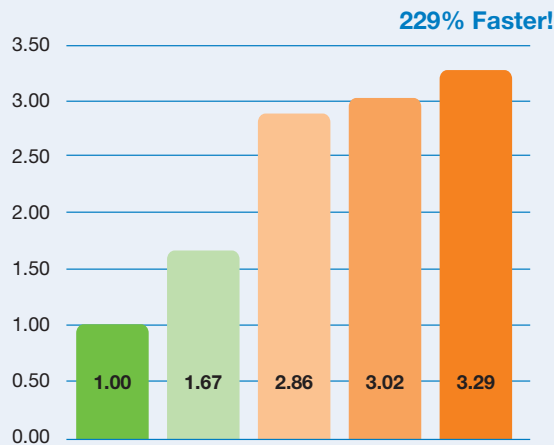
SPECfp* 2000



Smoother and faster 3D visualization for the next generation of interfaces, displays and applications

Video Encoding Performance

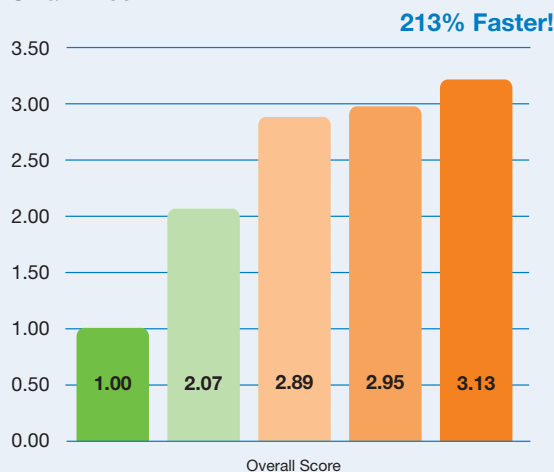
Microsoft* Windows* Media Encoder 7.0



Deliver media-rich communications to your employees, customers and business partners

Office Productivity

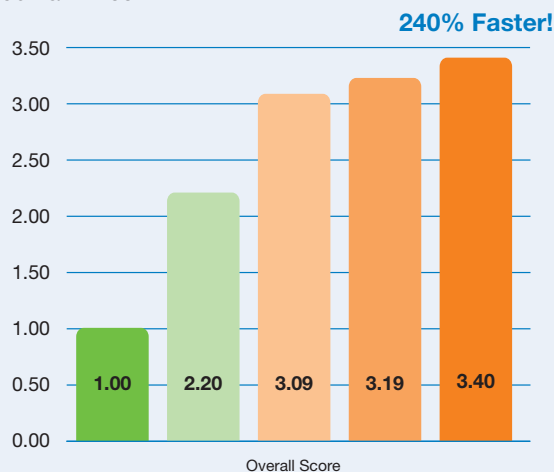
SYSmark* 2001



Faster system response to common office productivity and Internet content creation uses

Internet

WebMark* 2001



Accelerated Internet performance for existing and future technologies

Benchmark Source: Intel. **Configuration:** Intel® Pentium® III processor at 500 MHz: Intel® Desktop Board SE440BX-2, 128 MB PC100 CL2 SDRAM, Diamond Viper® 550/nVidia® TNT 2x AGP with 16 MB memory, IBM DTTA-301010 10 GB ATA-33 hard drive, nVidia reference driver 6.31 graphics driver, 100 Mbps LAN, DMA on, Intel® chipset INF file N/A; Intel Pentium III processor at 1B GHz: Intel® Desktop Board D815EA; Intel® Pentium® 4 processor at 1.70 GHz, 1.80 GHz and 2.00 GHz: Intel® Desktop Board D850GB, 128 MB PC800 RDRAM-45; All platforms, except Pentium III processor at 500 MHz: 256 MB for SPEC, Creative® Annihilator 2 with nVidia® GeForce®2 GTS, IBM® 30 GB ATA-100 DTLA-307030 hard drive, nVidia Detonator® 3 v4.12.01.0631 graphics driver, DirectX® 8.0, Windows® 2000, 100 Mbps LAN, Intel® Ultra ATA Storage Driver v6.03.008, Intel® chipset INF file v2.60.01, Intel C and Fortran compilers 5.0 for SPEC; Intel Pentium III processor speeds ending in B support the 133 MHz system bus.

Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance.

- Intel® Pentium® 4 Processor 2.00 GHz
- Intel Pentium 4 Processor 1.80 GHz
- Intel Pentium 4 Processor 1.70 GHz
- Intel® Pentium® III Processor 1.00 GHz
- Intel Pentium III Processor 500 MHz

Software Applications and Usage Models

Intel® Pentium® 4 Processor Benefits

Electronic Communications

- Increased power for background security processes such as virus scans and e-mail encryption
- Exceptional performance for Java* and XML, the same communications tools used by the largest enterprises

Multi-tasking Office Productivity

- Shift between productivity applications of Microsoft* Office 2000 and Office XP smoothly and seamlessly
- Power for feature rich business operating systems, Microsoft* Windows* 2000 Professional and Windows* XP

Multimedia

- High quality video, audio and graphic production capabilities
- Rapid video playback and encoding
- Amazing 3D graphics rendering and model manipulation



Partial List of Optimized Software Titles

Content Creation

3Dfilm* 2000
by RADTime

Adobe* Photoshop*
by Adobe Systems Incorporated

CorelDRAW* 10 Graphics Suite
by Corel Corporation

Cult3D*
by Cycore

GoMotion* MPEG-2 Codec SDK
by Ligos Technology

Imaging Application Platform*
by Cedara Software Corporation

SmartForce* Medical Training Demo
by SmartForce

TerraExplorer*
by Skyline Software Systems, Inc.

TrueSpace5*
by Caligari Corporation

Solid Edge* Version 10
by UGS*

Business Analysis & Visualization/ Knowledge Management

80-20 Discovery*
by 80-20 Software

DataScope*
by Cygdon

Enfish Onespace*
by Enfish Technology

melvil*
by UMA

OpenViz*
by Advanced Visual Systems

Collaborative Environments

Engenia Unity*
by Engenia Software

Eve Avatar*
by Hapttek

Holodesk* Communicator
by Tpresence, Inc.

Organik* Lodestone*
by Orbital Software

Internet

C-Me*
by Browzwear International, Ltd.

Fab Fashion* Demo & e-Visualizer*
by Superscape

Full Rate SAM*
by Itex

Graphic Gems Web3D Viewer*
by Graphic Gems, Inc.

i3Dbox*
by Micro Sova

Business Productivity

Dragon* NaturallySpeaking* 5.0
by Dragon Systems

Intel® Pentium® 4 Processor

Advantage Summary

Why do small businesses want to buy a Pentium® 4 Processor?

- Power for today, headroom for the future
- Keep pace with the technology of your largest clients and suppliers
- Performance to quickly create, edit and share professional quality media
- Multi-tasking capabilities allow smoother workflow for today's productive office

The Intel® Pentium® 4 Processor Platform: A new generation of processing power from Intel

Intel Pentium 4 Processor Family: 1.30, 1.40, 1.50, 1.60, 1.70, 1.80, 2.0 GHz

Intel® NetBurst™ Micro-architecture

New Features	Benefits
Hyper-pipelined Technology	Increases processor frequency and performance
Rapid Execution Engine	Higher throughput and reduced latency
400 MHz System Bus	More responsive system performance
Execution Trace Cache	More efficient use of cache memory for increased performance

Intel® 850 Chipset: Dual channel RDRAM* provides highest memory throughput

Intel® 845 Chipset: PC 133 SDRAM provides high volume, cost effective solution



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Printed in the U.S.A. 0701/HB/MP

283590-003